

TvSCAN

Stephanie Kincaid - 9/18/12 1:11 PM

Broadcast Order/Confirmation

Miami-Ft. Lauderdale (B&C) - CNO/10 Nielsen

Buyer Stephanie Kincaid
Client Romney for President, Inc.

Order Number 382
Campaign September 19-25
Flight Flight 1 09/19/12-09/25/12

Station WFOR
Address

Agency American Rambler Productio
Address

WFOR-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
NWS4THS MRN AM Mo-Tu 6:00a- 6:30a	\$300	Sep24-Sep25	:30	4	2	2	-	-	-	-	-
NWS4THS MRN AM We-Fr 6:00a- 6:30a	\$300	Sep19-Sep21	:30	3	-	-	1	1	1	-	-
NEWS We-Fr 6:30a- 7:00a	\$300	Sep19-Sep21	:30	6	-	-	2	2	2	-	-
NEWS Mo-Tu 6:30a- 7:00a	\$300	Sep24-Sep25	:30	4	2	2	-	-	-	-	-
EARLY SHW1-CBS Mo-Tu 7:00a- 8:00a	\$315	Sep24-Sep25	:30	4	2	2	-	-	-	-	-
EARLY SHW1-CBS We-Fr 7:00a- 8:00a	\$315	Sep19-Sep21	:30	6	-	-	2	2	2	-	-
EARLY SHW2-CBS Mo-Tu 8:00a- 9:00a	\$315	Sep24-Sep25	:30	4	2	2	-	-	-	-	-
EARLY SHW2-CBS We-Fr 8:00a- 9:00a	\$315	Sep19-Sep21	:30	3	-	-	1	1	1	-	-
PRICE IS RIGHT We-Fr 11:00a-12:00p	\$700	Sep19-Sep21	:30	3	-	-	1	1	1	-	-
PRICE IS RIGHT Mo-Tu 11:00a-12:00p	\$700	Sep24-Sep25	:30	2	1	1	-	-	-	-	-
NEWS We-Fr 12:00p-12:30p	\$540	Sep19-Sep21	:30	3	-	-	1	1	1	-	-
NEWS Mo-Tu 12:00p-12:30p	\$540	Sep24-Sep25	:30	3	2	1	-	-	-	-	-
SOAP ROTATION Mo-Tu 12:30p- 2:00p	\$630	Sep24-Sep25	:30	6	3	3	-	-	-	-	-
SOAP ROTATION We-Fr 12:30p- 2:00p	\$630	Sep19-Sep21	:30	9	-	-	3	3	3	-	-

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TAPSCAN
The Nielsen Factor

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Miami-Ft. Lauderdale (B&C) - CNO/10 Nielsen

WFOR-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
TALK-CBS											
We-Fr 2:00p- 3:00p	\$375	Sep19-Sep21	:30	3	--	--	1	1	1	--	--
TALK-CBS											
Mo-Tu 2:00p- 3:00p	\$375	Sep24-Sep25	:30	2	1	1	--	--	--	--	--
JUDGE JUDY											
We-Fr 3:00p- 4:00p	\$250	Sep19-Sep21	:30	3	--	--	1	1	1	--	--
JUDGE JUDY											
Mo-Tu 3:00p- 4:00p	\$400	Sep24-Sep25	:30	2	1	1	--	--	--	--	--
DR. PHIL											
Mo-Tu 4:00p- 5:00p	\$600	Sep24-Sep25	:30	2	1	1	--	--	--	--	--
DR. PHIL											
We-Fr 4:00p- 5:00p	\$400	Sep19-Sep21	:30	3	--	--	1	1	1	--	--
CH 4 NEWS-5PM											
Mo-Tu 5:00p- 5:30p	\$1,080	Sep24-Sep25	:30	2	1	1	--	--	--	--	--
CH 4 NEWS-5PM											
We-Fr 5:00p- 5:30p	\$1,080	Sep19-Sep21	:30	3	--	--	1	1	1	--	--
CH 4 NWS-5.30P											
We-Fr 5:30p- 6:00p	\$1,080	Sep19-Sep21	:30	3	--	--	1	1	1	--	--
CH 4 NWS-5.30P											
Mo-Tu 5:30p- 6:00p	\$1,080	Sep24-Sep25	:30	2	1	1	--	--	--	--	--
CH 4 NWS-6PM											
We-Fr 6:00p- 6:30p	\$1,350	Sep19-Sep21	:30	3	--	--	1	1	1	--	--
CH 4 NWS-6PM											
Mo-Tu 6:00p- 6:30p	\$1,350	Sep24-Sep25	:30	2	1	1	--	--	--	--	--
ENT TONIGHT 30											
Mo-Tu 7:00p- 7:30p	\$1,080	Sep24-Sep25	:30	2	1	1	--	--	--	--	--
ENT TONIGHT 30											
We-Fr 7:00p- 7:30p	\$1,080	Sep19-Sep21	:30	3	--	--	1	1	1	--	--
INSIDER											
Mo-Tu 7:30p- 8:00p	\$1,080	Sep24-Sep25	:30	2	1	1	--	--	--	--	--
INSIDER											
We-Fr 7:30p- 8:00p	\$1,080	Sep19-Sep21	:30	3	--	--	1	1	1	--	--
CH 4 NWS 11 PM											
Mo-Tu 11:00p-11:30p	\$1,350	Sep24-Sep25	:30	2	1	1	--	--	--	--	--
CH 4 NWS 11 PM											
We-Fr 11:00p-11:30p	\$1,350	Sep19-Sep21	:30	3	--	--	1	1	1	--	--
NEWS											
We-Fr 5:00a- 6:00a	\$200	Sep19-Sep21	:30	3	--	--	1	1	1	--	--
NEWS											
Mo-Tu 5:00a- 6:00a	\$200	Sep24-Sep25	:30	2	1	1	--	--	--	--	--

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The Way to Truth

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Miami-Ft. Lauderdale (B&C) - CNO/10 Nielsen

WFOR-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
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CSI NY

Fri 8:00p- 9:00p	\$3,060	Sep21-Sep21	:30	1	-	-	-	-	1	-	-
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BLUE BLOODS

Fri 10:00p-11:00p	\$1,500	Sep21-Sep21	:30	1	-	-	-	-	1	-	-
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SAT ER SHW-CBS

Sat 7:00a- 9:00a	\$150	Sep22-Sep22	:30	2	-	-	-	-	-	2	-
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COLLEGE FOOTBALL

Sat 12:00p- 3:30p	\$600	Sep22-Sep22	:30	2	-	-	-	-	-	2	-
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COLLEGE FOOTBALL

Sat 3:30p- 7:00p	\$2,400	Sep22-Sep22	:30	2	-	-	-	-	-	2	-
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CRMTM SA8P-CBS

Sat 8:00p- 9:00p	\$900	Sep22-Sep22	:30	2	-	-	-	-	-	2	-
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CRIMETIME SATURDAY

Sat 9:00p-10:00p	\$900	Sep22-Sep22	:30	2	-	-	-	-	-	2	-
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48HR MSTRY-CBS

Sat 10:00p-11:00p	\$2,250	Sep22-Sep22	:30	2	-	-	-	-	-	2	-
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SUNDAY MRN-CBS

Sun 9:00a-10:30a	\$1,350	Sep23-Sep23	:30	2	-	-	-	-	-	-	2
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FACE NATN-CBS

Sun 10:30a-11:00a	\$1,260	Sep23-Sep23	:30	1	-	-	-	-	-	-	1
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NFL

Sun 1:00p- 4:00p	\$20,000	Sep23-Sep23	:30	2	-	-	-	-	-	-	2
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NFL

Sun 4:00p- 7:30p	\$11,500	Sep23-Sep23	:30	2	-	-	-	-	-	-	2
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CBS NWS-SUN

Sun 6:00p- 6:30p	\$0	Sep23-Sep23	:30	2	-	-	-	-	-	-	-
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60 MINUTES-CBS

Sun 7:00p- 8:00p	\$3,300	Sep23-Sep23	:30	2	-	-	-	-	-	-	2
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THE GOOD WIFE

Sun 9:00p-10:00p	\$2,300	Sep23-Sep23	:30	2	-	-	-	-	-	-	2
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THE MENTALIST

Sun 10:00p-11:00p	\$2,600	Sep23-Sep23	:30	2	-	-	-	-	-	-	2
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CH 4 NWS 11 PM

Sun 11:00p-11:30p	\$1,350	Sep23-Sep23	:30	2	-	-	-	-	-	-	2
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WFOR Totals \$173,590

141

Monthly Sep 2012
Gross Cost \$173,590.00

Schedule must run as ordered on the days specified. Buyer will request a refund for spots run on days not specified on the order. All makegoods must

* - Denotes estimated item(s).

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.

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The Truth in Media

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WFOR-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
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be approved in advance.

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By Name or Design